



ORDER

Print Date 10/17/12

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Flight Dates 10/16/12-10/22/12

Order Sep 00:15:00

Product
SPENCE 4 MO GOV

Estimate # **C16C22**
Alt Order # **09844853**

Contract / Revision 583475 /

Original Date / Revision

Advertiser Spence, David/R/Mo Gov

Agency **Smart Media Group LLC**

Buying Contact

814 King Street
Suite 400
Alexandria, VA 22314

Agency Com 15%

Billing Contact

**814 King Street
Suite 400
Alexandria, VA 22314**

Sales Office DC-M

Sales Region NAT

Agency Ref

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL CAN POL

Product Codes PL1Ea

Priority 2

Advertiser Ref

Primary Account Executive
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Order Share 25% Market Value 136200

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	25%	34050
KCWE	%	0
KMBC	25%	34050
KMCI	%	0
KPXE	%	0
KSHB	25%	34050
KSMO	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	87	\$28,942.50	\$34,050.00	0.00
Totals	87	\$28,942.50	\$34,050.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/22/12	87	\$28,942.50	\$34,050.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	4	10/18/12	10/19/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	---TF--	:30	4	\$200.00	3	0.00	NM	4	\$800.00
NEWS				REV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/15/12	10/21/12	---TF--		4		\$200.00		0.00					
E 2	4	10/18/12	10/19/12	M-F 10-11a M-F 10-11a	CM-All	10-11a	---TF--	:30	4	\$100.00	3	0.00	NM	4	\$400.00
LIVE WITH KELLY				REV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/15/12	10/21/12	---TF--		4		\$100.00		0.00					
E 3	4	10/18/12	10/19/12	M-F 11a-12p M-F 11a-12p	CM-All	11a-12p	---TF--	:30	4	\$100.00	3	0.00	NM	4	\$400.00
FAM FEUD				REV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/15/12	10/21/12	---TF--		4		\$100.00		0.00					

Contract / Revision

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 4	4	10/18/12	10/19/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	---TF--	:30	4	\$200.00	3	0.00	NM	4	\$800.00
NEWS				REV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---TF--	4		\$200.00		0.00						
E 5	4	10/18/12	10/19/12	M-F 3-4p M-F 3-4p	CM-All	3-4p	---TF--	:30	4	\$100.00	3	0.00	NM	4	\$400.00
JUDGE JOE				REV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---T---	4		\$100.00		0.00						
E 6	4	10/18/12	10/19/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	---TF--	:30	4	\$250.00	3	0.00	NM	4	\$1,000.00
JUDGE JUDY				REV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---TF--	4		\$250.00		0.00						
E 7	4	10/18/12	10/19/12	M-F 5-530a M-F 5-530a	CM-All	5-530a	---TF--	:30	4	\$200.00	3	0.00	NM	4	\$800.00
NEWS				REV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---TF--	4		\$200.00		0.00						
E 8	4	10/18/12	10/19/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	---TF--	:30	4	\$200.00	3	0.00	NM	4	\$800.00
NEWS				REV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---TF--	4		\$200.00		0.00						
E 9	4	10/18/12	10/19/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	---TF--	:30	4	\$375.00	3	0.00	NM	4	\$1,500.00
NEWS				REV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---TF--	4		\$375.00		0.00						
E 10	4	10/20/12	10/20/12	Sa 7-9a Sa 7-9a	CM-All	Sa 7-9a	-----S-	:30	1	\$300.00	3	0.00	NM	1	\$300.00
NEWS				REV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	1		\$300.00		0.00						
E 11	4	10/21/12	10/21/12	Su 7-9a Su 7-9a	CM-All	Su 7-9a	-----S	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NEWS				REV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S	1		\$200.00		0.00						
E 12	4	10/18/12	10/19/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	---TF--	:30	4	\$400.00	3	0.00	NM	4	\$1,600.00
NEWS				REV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---TF--	4		\$400.00		0.00						
E 13	4	10/18/12	10/19/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	---TF--	:30	4	\$540.00	3	0.00	NM	4	\$2,160.00
NEWS				REV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---TF--	4		\$540.00		0.00						
E 15	4	10/20/12	10/20/12	SA 1030-1130p Sa 1030-1130p	CM-All	1030-1130p	-----S-	:30	1	\$100.00	3	0.00	NM	1	\$100.00
FOX LATE NT															



WDAF-TV

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Contract / Revision 583475 Flight Dates 10/16/12-10/22/12

Hiatus Dates

Original Date / Revision 10/16/12/ 10/17/12

Order Sep 00:15:00

Advertiser Spence, David/R/Mo Gov Product SPENCE 4 MO GOV

Estimate # C16C22

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 15	4	10/20/12	10/20/12	SA 1030-1130p Sa 1030-1130p	CM-All	1030-1130p	-----S-	:30	1	\$100.00	3	0.00	NM	1	\$100.00
FOX LATE NT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					1	\$100.00		0.00			
E 17	4	10/18/12	10/19/12	M-F 9-10p 930-10p	CM-All	930-10p (9:30 PM-10:00 PM)	---TF--	:30	2	\$800.00	3	0.00	NM	2	\$1,600.00
				NEWS					REV						
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---TF--					2	\$800.00		0.00			
E 18	4	10/18/12	10/19/12	M-F 1030-1102p M-F 1030-1102p	CM-All	1030-1102p	---TF--	:30	8	\$400.00	3	0.00	NM	8	\$3,200.00
				NEWS					REV						
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---TF--					8	\$400.00		0.00			
E 19	4	10/21/12	10/21/12	Su 10-1030P Su 10-1030p	CM-All	10-1030p	-----S	:30	1	\$800.00	3	0.00	NM	1	\$800.00
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$800.00		0.00			
E 20	4	10/21/12	10/21/12	SU 1030-1102p Su 1030-1102p	CM-All	1030-1102p	-----S	:30	1	\$400.00	3	0.00	NM	1	\$400.00
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$400.00		0.00			
E 22	4	10/18/12	10/18/12	MLB Championship Series MLB Championship Series	CM-All	3p-CC	---T---	:30	1	\$2,200.00	3	0.00	NM	1	\$2,200.00
				NLCS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---					1	\$2,200.00		0.00			
E 23	4	10/18/12	10/19/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	---TF--	:30	2	\$400.00	3	0.00	NM	2	\$800.00
				NEWS					REV						
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---TF--					2	\$400.00		0.00			
E 24	4	10/22/12	10/22/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	M-----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
				NEWS					REV						
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$200.00		0.00			
E 25	4	10/22/12	10/22/12	M-F 10-11a M-F 10-11a	CM-All	10-11a	M-----	:30	1	\$100.00	3	0.00	NM	1	\$100.00
				LIVE WITH KELLY					REV						
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$100.00		0.00			
E 26	4	10/22/12	10/22/12	M-F 11a-12p M-F 11a-12p	CM-All	11a-12p	M-----	:30	1	\$100.00	3	0.00	NM	1	\$100.00
				FAM FEUD					REV						
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$100.00		0.00			
E 27	4	10/22/12	10/22/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	M-----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
				NEWS					REV						

Contract / Revision 583475 Flight Dates 10/16/12-10/22/12

Original Date / Revision 10/16/12/ 10/17/12

Advertiser **Spence, David/R/Mo Gov** Product **SPENCE 4 MO GOV**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 27	4	10/22/12	10/22/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	M-----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NEWS				REV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/22/12	10/28/12	M-----	1		\$200.00	0.00							
E 28	4	10/22/12	10/22/12	M-F 3-4p M-F 3-4p	CM-All	3-4p	M-----	:30	1	\$100.00	3	0.00	NM	1	\$100.00
JUDGE JOE				REV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/22/12	10/28/12	M-----	1		\$100.00	0.00							
E 29	4	10/22/12	10/22/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	M-----	:30	1	\$250.00	3	0.00	NM	1	\$250.00
JUDGE JUDY				REV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/22/12	10/28/12	M-----	1		\$250.00	0.00							
E 30	4	10/22/12	10/22/12	M-F 5-530a M-F 5-530a	CM-All	5-530a	M-----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NEWS				REV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/22/12	10/28/12	M-----	1		\$200.00	0.00							
E 31	4	10/22/12	10/22/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	M-----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NEWS				REV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/22/12	10/28/12	M-----	1		\$200.00	0.00							
E 32	4	10/22/12	10/22/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	M-----	:30	1	\$375.00	3	0.00	NM	1	\$375.00
NEWS				REV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/22/12	10/28/12	M-----	1		\$375.00	0.00							
E 33	4	10/22/12	10/22/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	M-----	:30	1	\$400.00	3	0.00	NM	1	\$400.00
NEWS				REV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/22/12	10/28/12	M-----	1		\$400.00	0.00							
E 34	4	10/22/12	10/22/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	M-----	:30	1	\$540.00	3	0.00	NM	1	\$540.00
NEWS				REV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/22/12	10/28/12	M-----	1		\$540.00	0.00							
E 35	4	10/22/12	10/22/12	M-F 1030-1102p M-F 1030-1102p	CM-All	1030-1102p	M-----	:30	2	\$400.00	3	0.00	NM	2	\$800.00
NEWS				REV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/22/12	10/28/12	M-----	2		\$400.00	0.00							
E 36	4	10/22/12	10/22/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	M-----	:30	1	\$2,200.00	2	0.00	NM	1	\$2,200.00
WHEEL				REV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/22/12	10/28/12	M-----	1		\$2,200.00	0.00							
N 37	4	10/18/12	10/18/12	MLB Championship Series MLB Championship Series	CM-All	3p-CC	---T---	:30	1	\$2,200.00	3	0.00	NM	1	\$2,200.00
NLCS															

